GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA

UNSTARRED QUESTION NO:403
ANSWERED ON:06.08.2013
HARVESTING OF RAIN WATER
Dubey Shri Nishikant

Will the Minister of AGRICULTURE be pleased to state:

(a) whether the Government has undertaken any programme for creating awareness among the farmers to harvest rain water and to address the problem of falling groundwater level; and

(b) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE AND FOOD PROCESSING INDUSTRIES (SHRI TARIQ ANWAR)

(a) & (b): Ministry of Agriculture is implementing a scheme namely Mass Media Support to Agriculture Extension to spread awareness about modern technologies and research in agriculture and allied areas. Under this scheme, agriculture related programmes covering various aspects of agriculture including judicious use and conservation of water are broadcast through Doordarshan, All India Radio and private channels.

"Scaling up of Water Productivity in Agriculture for Livelihoods through Teaching cum Demonstration, Training of Trainers and Farmers" programme was implemented by Indian Council of Agricultural Research (ICAR) in 32 centres across the country during the XI Plan. Under this scheme, training and awareness on sustainable use of groundwater resources are given to farmers alongwith other aspects of on-farm water management. Krishi Vigyan Kendras (KVKs) also impart training to farmers and extension workers on improved agriculture practices through demonstrations, on-farm trials, skill development, vocational training, interactive discussions etc.

Government has declared the year 2013 as "Water Conservation Year" and initiated mass awareness campaign to sensitize the stake holders about the importance and necessity of conserving water. Central Ground Water Board (CGWB) also conducts mass awareness programmes for promoting rain water harvesting, artificial recharge and water conservation involving Central/State agencies, Non-Government/Voluntary/Resident- Welfare Organizations, educational institutions, industries, farmers, individuals etc. Films produced by Central Ground Water Authority on Rain water harvesting, Ground Water Pollution etc., are shown during various mass awareness programmes. Awareness is also created through release of booklets, postage stamps, Meghdoot post card, participation in Festivals, Fairs, Melas, Expos and Tableau during Republic Day Parade, Jalyatra, puppet show, display of hoardings on water conservation/rain water harvesting at prominent public places.